



ជំនួស 100%
VERMICOMPOST

50,000Riel
25Kg



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JUNLEN'S PRODUCTS



Our Team



Sothearath Sok, CEO & Founder

B.A. in Agriculture (RUA)
Development Consultant



Sievlan Len, COO & Co-Founder

M.A. in International Policy (Stanford)
Economic and Strategic Consultant
Partner in Siem Reap



Problem



Phnom Penh looks to go green in its war on waste

Phnom Penh is looking to go green in its efforts to tackle the mountain of waste - nearly 3,000 tonnes - that the capital now produces each day, Keo Channarith, the director of the Dangkor Dumpsite Management Committee, said on Thursday.

 phnompenhpost.com

Organic Waste:

- Over 1 million tonnes of waste is produced each year in Phnom Penh
- Farm animals' dung not being capitalized

Chemical Overuse:

- Cambodia consumed over 900K tonnes of agro-chemical just in the first 5 months of 2021
- Cambodia's chemical fertilizer usage increased from **0.5kg to 46.7kg** per hectare from 1963 - 2020 (WDA, 2021)

Consequences:

- Climate Change
- Greenhouse gases
- Soil degradation
- Food insecurity
- Economic loss
- Loss of economic opportunity

Problem (cont.)



Mr. Ly, 50 years old, live in remote area, traditional farmer

- Limited access to farming knowledge
- Applied chemical fertilizer on rice farm
- Almost gave up on farming (not enough food to eat)
- One of his children dropped out of school

In 2018, JUNLEN introduced vermicomposting to him, and he now leads 250 farmers in the area.

Solution



1. Upscaling Organic Waste



2. Raise earthworm



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3. Investment in innovative farming



4. Contracting farming business model



Competition Matrix

To produce the same amount of rice yield/ha we need...

Type of Fertilizer	Amount of product used on rice	Cost (\$)	Quality of Soil
JUNLEN	500kg-300kg	150\$-80\$	Improve from 100%-150%
Ordinary compost	1000kg-1000kg	80\$-80\$	Stay the same
Chemical fertilizer	100kg-200kg	200\$-400\$	Decrease from 100%-50%

Value Proposition



Seedling
Keep moisture



40 % increase yield
production



Sustainable use of
resources



Affordable



Healthy Foods



Client Pipeline



1. Smallholder farmers/
Animal dung suppliers



2. Urban gardeners/
Household waste supplier



3. Commercial
farmers



Partners

Supportive Partners



Contracted Partners



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IMPACTS

2 MILLIONS OF LIFE

GENERATE INCOMES. KNOWLEDGE, HEALTHY FOODS

JOBS CREATION 500 EMPLOYEES

FARMER FACILITATOR
R & D TEAM
QUALITY CONTROL
DELIVERY
SALE TEAM
MEDIA DESIGN TEAM
MARKETING & PARTNER STRATEGY TEAM

JUNLEN2022

INDO-CHINA AGRICULTURE ABOUT US

Our office is located in the capital city of Phnom Penh, Cambodia while our farms and processing facilities are based in the booming province of Siem Reap within close proximity to the growing air and maritime ports of Siem Reap and Kampong Speu.



WATCH US!

https://www.youtube.com/watch?v=Co8wsXdPr3A&list=PLcR4oT_o-YJN2tHIFxXcVvt7effzt0HZL&index=2





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Appendix